

Ryan White Planning Body: Meeting Agenda & Minutes
Serving Anson, Cabarrus, Gaston, Mecklenburg, Union, and York Counties

Needs Assessment Workgroup Meeting Details

Time	Wednesday, October 9, 2019; 1:30 PM – 3:00 PM
Location	Room 4018; 3205 Freedom Drive, Charlotte; Suite 4000
Attendance	Bruce Trujano, Christina Adeleke, Dinikia Savage, Chelsea Gulden, Vivian Perlman, Shannon Farrar, Luis Cruz, Kayla Earley
Meeting goals	<ol style="list-style-type: none"> 1. Identify Priority Populations for FY20-21 2. Plan for mini assessments to engage with and learn about priority populations 3. Identify activities to improve the Consumer & Provider experience for needs assessments

Agenda

Topic	Facilitator	Time
Welcome & Meeting goals	Shannon Farrar	1:30-1:40
Review Priority Populations: What information we need from them, When/where we will engage with them, How we will meaningfully engage	Kayla Earley	1:40-2:10
Journey Mapping: Visualize the experience of consumers and providers during the Needs Assessment process. How can we improve their experiences?	Shannon Farrar & Kayla Earley	2:10-2:50
Other business / announcements	Team	2:50-3:00

Minutes

Shannon Farrar, Needs Assessment Chair, opened the meeting by reviewing meeting goals (see above). Members introduced themselves.

Kayla Earley, Planning Body Administrator, asked the group to identify areas of engagement for the previously identified priority populations: Out-of-care, Transgender, Youth, and added Rural Residents. Group input includes:

2020-2021 Needs Assessment Plan

Survey Ambassadors

Priority Population	What info do we need?	When/where/how will we engage?	Who are the Gatekeepers?	Planning Body leads (tentative)
People living with HIV who are out of care (includes newly diagnosed)	Barriers to care; What does care look like to you?; Services needed; How long?; How can we address barriers?; What support system do you have?	Social services offices; Community outreach events; Community health centers; Online (social media & web ads); Food banks; Testing agencies; Shelters; Black & Latin Prides	HIV testers/Outreach staff; Detention center(s); Shelters; State & County DIS; Family members	Vivian Perlman Chelsea Gulden Sue Goodman Shannon Farrar
Transgender people living with HIV	Barriers to care; What does care look like to you?; Services needed	NC Trans Pride; Social media influencers; Scorpio; Create groups; Sex worker rights groups;	Wes Thompson / CLT Transgender Healthcare Group; Transcend CLT;	Dinikia Savage Susan Reif Bruce Trujano

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		Harm reduction / Syringe Exchange Programs; Black & Latin Prides Beauty supply stores	Freedom Center for Social Justice; Center for Prevention Services; Makeup artists; Ballroom; PFLAG; Drag community; Sex worker rights groups; SEPs	
Youth ages 13-24 living with HIV	Barriers to care; What does care look like to you?; Services needed	The Relatives; With Friends Youth Shelter; GSAs; Youth Support Group / established groups; Black & Latin Prides Colleges, universities, community colleges	The Relatives; With Friends Youth Shelter; RAIN; Time Out Youth; GSAs; PFLAG	Bruce Trujano Gary Becton Chelsea Gulden
Rural residents living with HIV	Barriers to care; What does care look like to you?; Services needed; How do you get info about services?; How do you get to services?	Substance use treatment; Local pride events; Domestic Violence shelters; Syringe Exchange Programs; Community festivals; Invite local leaders to Planning Body	Substance use treatment; Churches; Local “celebrities” & leaders; Local organizations; Local health departments;	Vivian Perlman Dinikia Savage Dale Louder

After reviewing the group’s answers, participants separated into two groups to use journey mapping to visualize the experiences of people who connect with the Needs Assessment. Group responses include:

Journey Map: Needs Assessment – What experience do we want Consumers to have?

Key Touchpoints	Support groups; Social media; Community events; Taking the survey; iPad @ Provider Office; After taking the survey & waiting on results
Experience Rating	Not too long; iPad=Convenient; In 2 languages; Have to stop what I’m doing; More forms & reading is daunting; No incentive; Language barrier; Wording is confusing; “Surveyed out”
Ideas, Insights, & Opportunities	<ol style="list-style-type: none"> 1. Offer cool incentives / Ask provider agencies to offer incentives 2. Maximize built-in incentives (food/gift cards) already offered by support groups 3. Small group conversations / Listening sessions 4. Journey map with consumer groups: What care could be 5. Survey in night clubs on busy weekends 6. Find out what languages we need: Vietnamese? 7. Add an option to provide contact info for follow up 8. Have a paper option available 9. Share result link in advance with a date 10. Show immediate results (look into online platform for instant results)

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Journey Map: Needs Assessment – What experience do we want **Providers** to have?

Key Touchpoints	Case manager discussion with consumers; Support groups; Initial email; Planning Body meetings; Getting the link; Social media posts; Asking consumers to complete survey
Experience Rating	Short “6 minutes;” Knowing why; Online = no post-management; iPad; Combined with PrEP decreased stigma; Final feedback?; No incentives; Multiple surveys; No knowledge of where consumers completed the survey
Ideas, Insights, & Opportunities	<ol style="list-style-type: none">1. Provide report to providers2. Earn staff buy-in3. Change the timing of when it’s done to provide relief / survey fatigue

Participants reported out on their groups and discussed further. For the next meeting, the group would like to do more strategic planning, prioritize ideas, and understand County parameters around what is allowable for surveys.

Meeting adjourned at approximately 2:55 PM.
